

Claims

What is claimed is:

1. A method for enabling a business entity to raise funds and awareness for a fundraising entity over a distributed network, comprising the steps of:

enabling the business entity to identify at least one fundraising entity;

hosting one or more fundraising events associated with the fundraising entity; and

providing interactive participation between at least one user and the fundraising entity.
2. The method of claim 1 wherein the distributed network comprises an email network.
3. The method of claim 1 wherein the step of hosting one or more fundraising events further comprises a step of sending at least one request for support for the fundraising entity through electronic messages to one or more identified recipients.
4. The method of claim 1 wherein the step of hosting one or more fundraising events further comprises a step of providing at least one promotional message on a user interface associated with the business entity.
5. The method of claim 1 wherein the step of providing interactive participation further comprises a step of providing at least one incentive to motivate the at least one user to contribute to the fundraising entity.